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## SBE Entertainment Group Finds Web Design Expertise in Guidance

*The Los Angeles-based Companies will Work Together to Redesign SBE's Corporate Web Site, SBE.com*

**MARINA DEL REY, Calif. – September 15, 2009** – Guidance ([www.guidance.com](http://www.guidance.com)), which helps create captivating and engaging online experiences, announced today a new-found partnership with SBE Entertainment Group. The well-known Los Angeles-based hospitality and lifestyle company hired Guidance to redesign its corporate Web site. Guidance will also provide SBE with Web site maintenance services for all of its Web properties.

SBE's corporate Web site serves as control panel for all of its divisions and properties, encompassing hotels (Ritz Plaza South Beach, Sahara Las Vegas, SLS Hotel Beverly Hills), restaurants (Katsuya, The Bazaar, and XIV in Los Angeles), nightclubs (The Abbey, Foxtail, S Bar, Hyde Lounge, Area, MI 6), events (Bolthouse VOX), real estate, and film (Element Films). Guidance's branding strategists and creative artists are working together with SBE's marketing and technology teams to evaluate the site's objectives and overall positioning, which will result in a new and improved design for the company's main site, [SBE.com](http://SBE.com).

In addition, Guidance will build a number of modular content management areas to allow SBE's marketing team to easily update the site's promotional content and special announcements. The original site's landing page was built entirely on Flash, forcing the company to outsource costly Flash development for each of its promotions.

"We are very pleased to be working with such a leading entertainment company, one we are very familiar with as Southern California residents. We value the trust they have put in Guidance to handle their corporate Web image and look forward to delivering strategic advice and zealous service for years to come," said Jason Meugniot, CEO & Owner of Guidance.

For almost 15 years, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar.

To learn more about Guidance's work, visit <http://www.guidance.com>.

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### About Guidance

Since 1993, Guidance ([www.guidance.com](http://www.guidance.com)) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce Web sites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every



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year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

## **About SBE Entertainment Group**

With a mission to transcend standards of excellence and innovation, CEO Sam Nazarian and his team at SBE Entertainment Group draw on a wealth of entrepreneurial expertise to create quality products rich in detail and originality through its specialized subsidiaries, SBE Hotel Group, SBE Restaurant Group, Bolthouse Productions, SBE, Element Films and SBE Real Estate Group. Together, these groups operate in synergistic equilibrium to precisely cross-market a growing portfolio of properties, each tailored to a discriminating and diverse clientele. Chief among SBE's nationwide holdings are the high-wattage Hollywood nightspots *The Lobby* and *Privilege*, Los Angeles' *Le Meridien at Beverly Hills* and the *Ritz Plaza* in Miami's South Beach. A new exclusive nightspot, *Hyde Lounge*, opened in April 2006 and *Katsuya*, a sushi restaurant featuring acclaimed chef Katsuya Uechi, opens in Brentwood in June 2006. *Katsuya* represents the first establishment designed for SBE by Philippe Starck, under an exclusive agreement which includes five distinct hotel and nine restaurant design concepts in North America, Canada, Mexico and the Caribbean.

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